

CLAIMS

What is claimed is:

1. A method comprising:

receiving a selection to buy an upgraded media feature for a programming transmission;
automatically coordinating purchase of the upgraded media feature for the programming transmission; and
automatically coordinating provision of the upgraded media feature for the programming transmission.

2. The method of claim 1 wherein the receiving comprises receiving the selection from an entertainment system, and the programming transmission is provided to the entertainment system with the upgraded media feature.

3. The method of claim 1 wherein the automatically coordinating the purchase of the upgraded media feature comprises:

billing a client for services performed by a server system; and
providing billing information about the client to at least one of a plurality of programming transmission sources that provided the programming transmission.

4. The method of claim 3 wherein the billing is one of performed individually for each billable transaction and performed according to a billing cycle for at least one billable transaction during the billing cycle.

1 5. The method of claim 1 wherein the automatically coordinating the purchase of the upgraded
2 media feature comprises:

3 billing a client for services performed by a server system and at least one of a plurality of
4 programming transmission sources that provided the programming transmission; and
5 receiving a bill for the portion of the services performed by the at least one of the
6 plurality of programming transmission sources at a later time.

1 6. The method of claim 5 wherein the billing the client and receiving the bill are one of
2 performed individually for each billable transaction and performed according to a billing cycle
3 for at least one transaction during the billing cycle.

4 7. The method of claim 1 wherein the automatically coordinating provision of the upgraded
5 media feature comprises:

6 instructing at least one of a plurality of programming transmission sources to provide the
7 programming transmission with the upgraded media feature to a client system that sent the
8 selection, wherein the at least one of the plurality of programming transmission sources does one
9 of modifies transmission of the programming transmission to the client system with the upgraded
media feature and provides a token to the server system for modifying reception of the
programming transmission at the client system with the upgraded media feature, wherein the
server system provides the token to the client system.

1 8. A method comprising:

2 sending a selection to a server system to buy an upgraded media feature for a
3 programming transmission; and
4 receiving the programming transmission with the upgraded media feature.

1 9. The method of claim 8 further comprising:

2 receiving a bill, said bill based at least in part on receiving the upgraded media feature.

1 10. The method of claim 9 wherein the receiving the bill comprises a charge to a credit account
2 at one of the end of a billing cycle and at a time when the upgraded media feature is received.

3 11. The method of claim 8 wherein the programming transmission comprises at least one of a
4 movie, a documentary, an audio production, an interactive media event, a situation comedy, a
5 news program, and a televised sports event.

6 12. The method of claim 8 wherein the upgraded media feature comprises at least one of a video
7 upgrade, an audio upgrade, a recordable version, and an increased access rate for an interactive
8 event.

1 13. The method of claim 8 wherein the programming transmission is received from one of a
2 plurality of programming transmission sources and the plurality of programming transmission
3 sources include at least one of cable television, antenna reception, satellite reception, mini-dish
4 satellite reception, telephone dial-up service, and Internet access.

1 14. A machine readable storage medium having stored thereon machine readable instructions,
2 execution of said machine readable instructions to implement a method comprising:

3 receiving a selection to buy an upgraded media feature for a programming transmission;
4 automatically coordinating purchase of the upgraded media feature for the programming
5 transmission; and

6 automatically coordinating provision of the upgraded media feature for the programming
7 transmission.

1 15. The machine readable storage medium of claim 14, execution of said machine readable
instructions to further implement:

2 billing a client for services performed by a server system; and
3 providing billing information about the client to at least one of a plurality of
4 programming transmission sources that provided the programming transmission.
5

6 16. The machine readable storage medium of claim 14 execution of said machine readable
instructions to further implement:

3 billing a client for services performed by a server system and at least one of a plurality of
4 programming transmission sources that provided the programming transmission; and
5 receiving a bill for the portion of the services performed by the at least one of the
6 plurality of programming transmission sources at a later time.

1 17. The machine readable storage medium of claim 14 execution of said machine readable
2 instructions to further implement:

3 instructing at least one of a plurality of programming transmission sources to provide the
4 programming transmission with the upgraded media feature to a client system that sent the
5 selection, wherein the at least one of the plurality of programming transmission sources does one
6 of modifies transmission of the programming transmission to the client system with the upgraded
7 media feature and provides a token to the server system for modifying reception of the
8 programming transmission at the client system with the upgraded media feature, wherein the
9 server system provides the token to the client system.

10 18. A machine readable storage medium having stored thereon machine readable instructions,
11 execution of said machine readable instructions to implement a method comprising:

12 sending a selection to a server system to buy an upgraded media feature for a
13 programming transmission; and

14 receiving the programming transmission with the upgraded media feature.

15 19. The machine readable storage medium of claim 18 execution of said machine readable
16 instructions to further implement:

17 receiving a bill, said bill based at least in part on receiving the upgraded media feature.

18 20. The machine readable storage medium of claim 19 wherein the receiving the bill comprises
19 a charge to a credit account at one of the end of a billing cycle and at a time when the upgraded
20 media feature is received.

1 21. An apparatus comprising:

2 a server system to receive a selection to buy an upgraded media feature for a
3 programming transmission, automatically coordinate purchase of the upgraded media feature for
4 the programming transmission, and automatically coordinate provision of the upgraded media
5 feature for the programming transmission.

1 22. The apparatus of 21 wherein the server system comprises:

2 a processing server to instruct at least one of a plurality of programming transmission
3 sources to provide the programming transmission with the upgraded media feature to a client
4 system that sent the selection, wherein the at least one of the plurality of programming
5 transmission sources does one of modifies transmission of the programming transmission to the
6 client system with the upgraded media feature and provides a token to the processing server for
7 modifying reception of the programming transmission at the client system, wherein the
8 processing server provides the token to the client system; and

9 a billing processor to coordinate the purchase of the programming transmission with the
10 upgraded media feature.

1 23. An apparatus comprising:

2 a client system to send a selection to a server system to buy an upgraded media feature
3 for a programming transmission, said client system to receive the programming with the
4 upgraded media feature.

1 24. The apparatus of claim 23 wherein the client system comprises:

2 an entertainment system to display the programming transmission with the upgraded

3 media feature; and

4 a user interface to provide a plurality of selection options to a user, said user interface to

5 receive the selection from the user.

1 25. An apparatus comprising:

2 a receiver to receive a selection to buy an upgraded media feature for a programming

3 transmission;

4 a purchasing unit to automatically coordinate purchase of the upgraded media feature for
5 the programming transmission; and

6 a provision unit to automatically coordinate provision of the upgraded media feature for
7 the programming transmission.

8 26. An apparatus comprising:

9 a sending unit to send a selection to a server system to buy an upgraded media feature for a

2 programming transmission; and

3 a receiving unit to receive the programming transmission.